

Big Broadcasting Inc.  
KOKO-FM 94.3  
2775 E. Shaw Ave.  
Fresno CA 93710  
PH (559) 292-9494  
FAX (559) 294-7041  
City of License: Kerman CA  
**DATE FILED: 01/09/15**

## **ISSUES & PROGRAMS LIST**

**October 2014/November 2014/December 2014**

*The following are free public service announcements aired on KOKO-FM*

All issues addressed in the post mentioned lists were brought to the station's attention via community surveys taken throughout the year within our city of license (Kerman CA), and in the surrounding communities. The notable concerns and ISSUES are as follows:

1. Crime
2. Gangs
3. Violence
4. Drugs/Alcohol
5. Health Care
6. Community Issues/Involvement
7. The Youth (teenagers, young children, etc.) & their futures.
8. Education
9. Economy/Jobs/Foreclosure
10. General Safety

The following list contains *general* PROGRAMS/SPOTS aired to address some of the ISSUES previously mentioned (appealing to a broader audience, beyond our city of license):

- I. **EDUCATION**
  - Valley Caregiver Resource Center – Support Group
  - AD Council – Financial Literacy
  - AD Council – Teacher Recruitment
- II. **HEALTH**
  - Matchingdonors.com – Kidney Week
  - United Healthcare – Get Flu shot for Flu season
  - AD Council – National Caregiver Month
- III. **SAFETY/DRUGS & ALCOHOL**
  - AD Council – Buzzed Driving Prevention
  - AD Council – Texting & Driving Prevention
- IV. **COMMUNITY ISSUES/ INVOLVEMENT/EVENTS**
  - AD Council – Adoption From Foster Care
  - AD Council – Hunger Prevention
  - AD Council – Bullying Prevention
  - AD Council – Job Training & Employment
  - AD Council – Pathways to Employment

The following list contains *specific* PROGRAMS/SPOTS aired to address the ISSUES previously mentioned (appealing to the specific communities within our city of license, Kerman CA):

**I. COMMUNITY EVENTS**

- City of Kerman – Teen Lock-In
- City of Kerman – Teen Lock-In
- City of Kerman – Pictures with Santa
- City of Kerman – Breakfast with Santa
- Kerman Chamber of Commerce – Shop Kerman Promotion
- Kerman Chamber of Commerce – Pageantry of Lights Christmas Parade/Holiday Gift Fair
- City of Kerman – Food & Toy Drive
- Feed My Sheep Ministries – Christmas Tree Farm

*Contacts: Linda Geringer, Kerman Chamber of Commerce (559) 846-6343  
Theresa Johnson, City of Kerman, Parks & Recreation (559) 846-9383  
Philip Gallegos, City of Kerman, Community Services Director (559) 846-9328  
Jeanna Burdine-Slaven, City of Kerman, Senior Center Events Coordinator (559) 846-9329  
Bruce Hood, Feed My Sheep Ministries (559) 978-5469*

---

*Issue* – Being that the City of Kerman is a small town, many listeners complain that there is nothing to do within the city. There’s also a lack of community togetherness and the Youth need healthy outlets. Furthermore, as a station we want to draw attention to Kerman’s local parks, communities, services, community groups, and businesses.

City of Kerman; Parks & Recreation: **Teen Lock-In**

Twenty (20) LIVE Public Service Announcements Aired: 10/08/14 – 10/17/14  
(Monday – Friday 6AM – 7PM)

Kerman teenagers are reminded that the next “Teen Lock-In” will be on Saturday night, October 18<sup>th</sup> at the Kerman Community Teen Center located at 15101 W. Kearney Blvd. in Kerman. “Lock-In’s” are open to all 7<sup>th</sup> thru 12<sup>th</sup> grade students. Enjoy a fun-filled night of games, prizes, FREE photo booth, and dancing along with a fully-stocked snack bar. The theme for this “Lock-In” is the “Monsters Ball” and all attendees must have a signed permission slip by a parent and/or guardian. Admission for monsters is \$6.00 and \$8.00 for all others. Doors open at 9PM and lock down is at 11PM. Attendees cannot come or leave until 6AM unless signed out by a parent and/or guardian. For more info, call Theresa Johnson, Recreation Coordinator at (559) 846-9383.

City of Kerman; Parks & Recreation: **Teen Lock-In**

One Hundred and Eight (108) Thirty Second Public Service Announcements Aired: 11/05/14 – 12/05/14  
(Monday – Sunday 6AM - 12AM)

Here’s a quick note to Kerman teenagers: your next “Teen Lock-In” will be on Saturday night, December 6<sup>th</sup> at the Kerman Community Teen Center located at 15101 W. Kearney Blvd. in Kerman. “Lock-In’s” are open to all 7<sup>th</sup> thru 12<sup>th</sup> grade students. For just \$8.00, enjoy a fun-filled night of games, prizes, and dancing along with a fully-stocked snack bar. All attendees must have a signed permission slip by a parent and/or guardian. Doors open at 9PM and lock down is at 11PM. Attendees cannot come or leave until 6AM unless signed out by a parent and/or guardian. For more info, call Theresa Johnson, Recreation Coordinator at (559) 846-9383.

City of Kerman; Parks & Recreation: **Teen Lock-In**

Thirteen (13) LIVE Public Service Announcements Aired: 11/05/14 – 11/11/14  
(Monday – Friday 6AM – 7PM)

Here's a quick note to Kerman teenagers: your next "Teen Lock-In" will be on Saturday night, December 6<sup>th</sup> at the Kerman Community Teen Center located at 15101 W. Kearney Blvd. in Kerman. "Lock-In's" are open to all 7<sup>th</sup> thru 12<sup>th</sup> grade students. For just \$8.00, enjoy a fun-filled night of games, prizes, and dancing along with a fully-stocked snack bar. All attendees must have a signed permission slip by a parent and/or guardian. Doors open at 9PM and lock down is at 11PM. Attendees cannot come or leave until 6AM unless signed out by a parent and/or guardian. For more info, call Theresa Johnson, Recreation Coordinator at (559) 846-9383.

City of Kerman; 4H Club: **Pictures with Santa**

Fourteen (14) LIVE Public Service Announcements Aired: 11/24/14 – 12/05/14  
(Monday – Friday 6AM – 7PM)

If you're out in the Kerman area, you can get "Pictures with Santa" this Saturday from 10AM 'til 1PM at Kerman Floral & Gift, located at 514 South Madera Ave, in Kerman. They'll offer packages for as little as \$20 and the Kerman High School FFA will be there to wrap your Christmas presents. That's this Saturday from 10AM 'til 1PM at Kerman Floral & Gift in Kerman. For more info, call us here at KOKO94, 229-5656, 229-KOKO or call Susan at (559) 842-7060.

City of Kerman; Kerman Community Services: **Breakfast with Santa**

Thirty-Two (32) Forty Second Public Service Announcements Aired: 12/02/14 – 12/12/14  
(Monday – Sunday 6AM – 12AM)

What could be more fun for the holidays than having "Breakfast with Santa"? The Kerman Parks, Recreation & Community Services Departments invite you to have "Breakfast with Santa", Saturday, December 13<sup>th</sup> at the Community Teen Center on West Kearney Blvd. in Kerman. From 9 'til 11 in the morning, you and Santa will enjoy a menu of pancakes, eggs, sausage & more, while have the chance to make a memorable holiday craft. Tickets are only \$10.00, available at the Teen Center and at the door. For more information, call (559) 846-9383. That's 846-93-83. It's "Breakfast with Santa", Saturday morning, December 13<sup>th</sup> at the Community Teen Center in Kerman...a warm holiday reminder from your friends at "Oldies But Goodies" KOKO94.

City of Kerman; Kerman Community Services: **Breakfast with Santa**

Eight (8) LIVE Public Service Announcements Aired: 12/02/14 – 12/12/14  
(Monday – Friday 6AM – 7PM)

The Kerman Parks, Recreation & Community Services Departments invite you to have "Breakfast with Santa", Saturday, December 13<sup>th</sup> at the Community Teen Center on West Kearney Blvd. in Kerman. From 9 'til 11 in the morning, you and Santa will enjoy a menu of pancakes, eggs, sausage & more, while have the chance to make a memorable holiday craft. Tickets are only \$10.00, available at the Teen Center and at the door. For more information, call (559) 846-9383. That's 846-93-83, or call us here at KOKO 94, 229-KOKO. It's "Breakfast with Santa", Saturday morning, December 13<sup>th</sup> at the Community Teen Center in Kerman...a warm holiday reminder from your friends at "Oldies But Goodies" KOKO94.

City of Kerman; Chamber of Commerce:           **Shop Kerman Promotion**

Fifty-Seven (57) One Minute Public Service Announcements Aired: 11/21/14 – 12/13/14  
(Monday – Sunday 6AM – 12AM)

Linda Geringer of the Kerman Chamber of Commerce encourages everyone to shop Kerman this holiday season. The shop Kerman promotion runs the whole month of December. To enter the drawing for a chance to win one of the “Sixty”, \$25.00 versatile gift certificates, to be given away in the January drawing. Shop anywhere in Kerman, put your name and address on the sales receipt and mail it to the Kerman Chamber of Commerce at 783 S. Madera Ave, Kerman. Shop and enter as often as you’d like. A minimum \$10.00 purchase is required. All entries are due January 3<sup>rd</sup>, 2015. For more information contact the Chamber of Commerce at (559) 846-6343 or visit the website, [www.kermanchamber.org](http://www.kermanchamber.org). The Kerman Chamber thanks Oldies But Goodies KOKO 94 for their help and support in promoting our events and shop Kerman business promotion.

City of Kerman; Chamber of Commerce:           **Pageantry of Lights Christmas Parade/Holiday Gift Fair**

Sixty (60) One Minute Public Service Announcements Aired: 11/21/14 – 12/13/14  
(Monday – Sunday 6AM - 12AM)

Linda Geringer of the Kerman Chamber of Commerce invites everyone to join Kerman for their annual Christmas Parade, “The Pageantry of Lights,” on Saturday December 13 at 6PM in downtown Kerman on Madera Ave and also the Holiday Gift which begins at 2PM at the corner of Madera Ave and “C” Street. Come and take a picture with Santa, browse and shop, food, craft, baby boutique items, quilted items, scarves, hats and more. Free gift wrapping is provided by the Kerman High School FFA. Kerman Chamber is sponsoring a canned food drive; bring your canned food and nonperishable food items to the Holiday Gift Fair. Help us replenish the Kerman Food Bank. Come to Kerman and stay for the parade and help us welcome Santa. . For more information contact the Chamber of Commerce at (559) 846-6343 or visit the website, [www.kermanchamber.org](http://www.kermanchamber.org). The Kerman Chamber of Commerce wishes all of you a very Merry Christmas and thanks Oldies But Goodies, KOKO 94 for promoting the Christmas Parade and Holiday Gift Fair.

City of Kerman; Senior Center:                   **Kerman Food & Toy Drive**

Fifty-One (51) Three Minute Public Service Announcement Aired: 11/22/14 – 12/12/14  
(Monday – Sunday 6AM – 12AM)

Philip Gallegos introduces himself as the City of Kerman, Parks & Recreation Community Services Director. He also states that he sits as the KCSO President. We have a couple of programs that have been developed to assist KCSO in its efforts to provide toys for the children. The first one occurs on December 6<sup>th</sup>. Our Kerman 4h Club are doing “Pictures with Santa” Saturday December 6<sup>th</sup> from 10 to 1PM at Kerman Floral and Gift at 514 S. Madera Ave. They have photo packages available; you can also buy the photo CD. Kerman FFA will be onsite to wrap Christmas presents. Proceeds from this will benefit the Holiday Toy & Food Drive. If you have any questions you can call Susan at 842-7060. Our second program to help benefit our Holiday Toy & Food Drive and especially the toys is a “Breakfast with Santa” program being sponsored by the Kerman Parks Recreation and Community Services Department and that takes place Saturday December 13<sup>th</sup> from 9 ‘till 11 in the morning at the Kerman Community Center. The charge is \$10.00; residents will enjoy a breakfast with Santa and make a Holiday craft gift. Photos with Santa are also available for purchase. Breakfast menu is pancakes, sausage, bacon, eggs, orange juice, milk, coffee and hot chocolate. Tickets are sale currently at Community Teen Center. For ticket information call Theresa Johnson at 846-9383. With that we encourage all of the community to come out help and participate in providing a great Christmas for those in our community. Then the voice switched to Jeanna Burdine-Slaven. The Star Tree will be circulated around the community

which will give you an opportunity to select a child. Some of the Star Trees are located at City Hall, Chamber of Commerce and Valley Food. Each star will note the age and gender of a child needing Christmas gifts. Each gift should be in the \$10 to \$15 range. For those 14 or older, games, music, sport items, and universal fitting clothes are suggested. Please stop by the KOKO 94 studios the week of December 8<sup>th</sup> to make your donations to receive an Oldies But Goodies CD. The deadline for delivering gifts to KCSO is December 17<sup>th</sup>. Gifts will be dropped off at the Kerman Senior Center, 720 S. 8<sup>th</sup> Street. Again this year the KCSO will be counting on our community to be collecting all of the toys locally. Last year the community did a fantastic job of supplying all toys to children in need, If you would like to help, but don't know what to buy call Philip Gallegos or Meg Winchester for suggestions or make cash donations and a KCSO member will buy the gifts. Monetary donations for the food boxes are still being accepted payable to the KCSO. Checks should be addressed to KCSO, 720 S. 8<sup>th</sup> Street, Kerman CA 93630. For more information or to help contact, Meg Winchester at 846-8114 or Philip Gallegos at 846-9328. The Senior Center and the City of Kerman would like to thank Oldies But Goodies KOKO 94 for their support.

Feed My Sheep Ministries: **Christmas Tree Farm**

Fifteen (15) LIVE Public Service Announcements Aired: 12/16/14 – 12/18/14  
(Monday – Friday 6AM – 7PM)

Pastor Bruce Hood from Feed My Sheep Ministries is asking for the help of the Fresno community for a canned food and toy drive at their Christmas Tree Farm located at the corner of W. Shields Ave. and W. Del Mar Ave. All proceeds will go towards a community outreach at the Blackstone Acres Apartments, 1950 Sussex Way, Fresno, CA, on December 18, 2014 at 11AM. This is a “very low income area” with high gang, drugs, and prostitute activity. They will be “bringing Christmas” to those families in need! They will be giving away food and toys. There will also be a raffle of several Bikes and Christmas trees at the event. Pastor Bruce would also like to encourage the Kerman community to visit and buy a Christmas tree from his Tree Farm located at 3885 N. Madera Ave (RT 145) Kerman, CA, between W. Ashlan and W. Dakota. The proceeds from this Christmas Tree Farm will go towards a new Community Homeless Women’s and children shelter. For more information call Pastor Bruce Hood at (559) 978-5469.

---

**The following list contains *general* PROGRAMS/SPOTS aired to address the ISSUES for a broader audience, with a more generalized message, within cities and townships surrounding the city of Kerman:**

*\*Ad Council contact: Sarah Kayson, Managing Director - 600 Battery St. SF, CA 94111, 415-626-3532*  
[www.adcouncil.org](http://www.adcouncil.org)

## **I. EDUCATION**

**Issue** – As a caregiver it can be challenging to care for adults with brain impairing complications, such as; Alzheimer’s Disease, Stroke, Parkinson’s Disease and traumatic brain injuries.

Valley Caregiver Resource Center (VCRC): **Support Group**

Eighty-Four (84) Thirty Second Public Service Announcements Aired: 11/10/14 – 12/11/14  
(Monday – Sunday 6AM – 12AM)

Residents of Kerman and the Central Valley should be aware of the next Caregiver Support Group meeting, Friday, December 12<sup>th</sup>, at the “Valley Caregiver Resource Center”, 3845 N. Clark Street in Fresno. The meeting will start at 2PM. The group is open to all family caregivers and offers the chance to exchange information, feelings, difficulties, and more in a supportive environment. That’s Friday, December 12<sup>th</sup>. For more information, contact the Valley Caregiver Resource Center at (559) 224-9154...224-91-54. A reminder in the

public interest for Kerman, Fresno, and all of the Central Valley from your Oldies But Goodies station, KOKO 94.

*Issue* – Young adults, ages 25 to 34, have often reached the stage in their lives when they buy new cars, get married, start families, and apply for mortgages. Unfortunately, their savings are low and the burden of their debt takes a toll on both their financial and personal health. That's 42 million people that need help getting on the right financial track.

AD Council: **Financial Literacy – Rich Uncle**

Eighteen (18) One Minute Public Service Announcements Aired: 10/17/14 – 11/11/14  
(Monday – Sunday 6AM – 12AM)

Unexpected reactions to smart financial decisions brought to you by [feedthepig.org](http://feedthepig.org). Well, I finally did it. I opened up a 401K. So you're giving up like that? Giving up on what? On getting an inheritance from a distant relative. Don't you think if there were a billionaire in the family we'd know about it by now? Listen to me; we are one phone call away from riding horses on our own private polo ground! One call from glistening yachts, having a butler, using summer as a verb! How do you figure? Look. Everyone's got a rich uncle somewhere. It's statistics. So the best thing you can do is prepare for the inevitable. Right, which is why I thought maybe it would be smart to take control of my finances. You know? Start using a budget. Get out of debt. Set some retirement goals. Budgets? Debt? You watch your mouth. Retirement shouldn't be a goal for us. It should be a way of life. When it comes to financial stability, don't get left behind. Get tips and advice for saving at [feedthepig.org](http://feedthepig.org). This message brought to you by the American Institute of CPAs and the AD Council.

*Issue* – With half of the teachers eligible to retire within the next decade, there is an urgent need and unprecedented opportunity available for motivated students. Teaching is a competitive and innovative profession that leaves a lasting impression on a child. Talented, engaged and innovated students should consider going into the teaching profession.

AD Council: **Teacher Recruitment – Growing Up**

Eighteen (18) Thirty Second Public Service Announcements Aired: 10/17/14 – 11/11/14  
(Monday – Sunday 6AM – 12AM)

You wanted to be a teacher when you were little, but as you grew up, things changed. Teaching just didn't seem like the best option anymore. So you decide to become something else. But what would your 12 year old self say. Interesting and innovating things are happening in teaching today. So it's time to put it back on your list. Don't try to convince yourself otherwise. You had it right the first time. Find out how you can make more at [teach.org](http://teach.org). Make more. Teach. Brought to you by TEACH and the AD Council.

## **II. HEALTH**

*Issue* – Nineteen people die every day in the United States waiting for a kidney transplant. Some waiting 7 to 9 years. Some cannot find a compatible donor, others do not know if they will get the kidney on time.

MatchingDonors.com: **Kidney Week – Jordan Rich**

Five (5) Thirty Second Public Service Announcement Aired: 11/12/14 – 11/16/14  
(Monday – Friday 6AM – 12AM)

There are a ton of social networking websites, but one stands apart for a very special reason. This one saves lives. It's [matchingdonors.com](http://matchingdonors.com). [matchingdonors.com](http://matchingdonors.com) links organ donors with people in need of kidney or other

transplants. In the U.S. 19 people die each day waiting for an organ transplant, most of them for kidneys. If you've ever considered being a living organ donor or if your someone in need of an organ transplant, visit [matchingdonors.com](http://matchingdonors.com). Home of the greatest gift of all, the gift of life. [Matchingdonors.com](http://Matchingdonors.com).

MatchingDonors.com: **Kidney Week – Jordan Rich/Piece of Me**

Five (5) Thirty Second Public Service Announcement Aired: 11/12/14 – 11/16/14  
(Monday – Friday 6AM – 12AM)

You want a piece of me? You want a piece of me? You want a piece of me? They're not movie tough guys, just ordinary people doing something extraordinary. They're all signed up on [matchingdonors.com](http://matchingdonors.com). Willing to donate their kidney to anyone who needs it. In the U.S. 19 people die each day waiting for an organ transplant, most of them for kidneys. [Matchingdonors.com](http://Matchingdonors.com) improves those odds by finding living altruistic donors for patient's desperately needing transplants. Go to [matchingdonors.com](http://matchingdonors.com) and meet some extraordinary people. That's [matchingdonors.com](http://matchingdonors.com).

MatchingDonors.com: **Kidney Week – Kirk Tanter**

Five (5) Thirty Second Public Service Announcement Aired: 11/12/14 – 11/16/14  
(Monday – Friday 6AM – 12AM)

There are a ton of social networking websites, but one stands apart for a very special reason. This one saves lives. It's [matchingdonors.com](http://matchingdonors.com). [Matchingdonors.com](http://Matchingdonors.com) links organ donors with people in need of kidney or other transplants. In the U.S. 19 people die each day waiting for an organ transplant, most of them for kidneys. If you've ever considered becoming a living organ donor or if your someone in need of an organ transplant, visit [matchingdonors.com](http://matchingdonors.com). Home of the greatest gift of all, the gift of life. [Matchingdonors.com](http://Matchingdonors.com).

MatchingDonors.com: **Kidney Week – Olivia Fox**

Five (5) Thirty Second Public Service Announcement Aired: 11/12/14 – 11/16/14  
(Monday – Friday 6AM – 12AM)

Hi this is Olivia Fox and you know on the internet, there are tons of special networking websites, but one stands apart for a very special reason. This one saves lives. It's [matchingdonors.com](http://matchingdonors.com). [Matchingdonors.com](http://Matchingdonors.com) links organ donors with people in need of kidney and other transplants. Did you know, in the U.S. 19 people die each day waiting for an organ transplant, most of them for kidneys? If you ever considered becoming a living organ donor or if you're someone in need of an organ transplant, please visit [matchingdonors.com](http://matchingdonors.com). Home of the greatest gift of all, the gift of life. [Matchingdonors.com](http://Matchingdonors.com).

**Issue** – Vaccination is the best protection against contracting the flu and everyone 6 months of age and older should get vaccinated against the flu this year, according to the U.S. Department of Health and Human Services. The flu is a contagious disease which affects the lungs and can lead to serious illness, including pneumonia. While pregnant women, young children, older people, and people with certain chronic medical conditions like asthma, diabetes and heart disease are at increased risk of serious flu-related complications, even healthy people can get sick enough to miss work or school for a significant amount of time or even be hospitalized

United Healthcare:

**Get Flu Shot for Flu Season**

Thirty-Three (33) LIVE Public Service Announcement Aired: 11/11/14 – 12/03/14  
(Monday – Friday 6AM – 7PM)

The Flu season is here! Don't forget to get a flu shot to reduce your chances of getting sick this winter! The cost of a flu shot is often covered by your insurance and some employers offer them to their employees. You can get one from your doctor or local care clinic. Need more info, go online to "FLU-DOT-GOV" (flu.gov or give us a call at KOKO 94...229-56-56, 229-KOKO.

*Issue* - Almost three in 10 people who are caring for someone say their life has changed with caregiving, oftentimes for the negative. More than one in five say their weight, exercise habits, or social life has/have suffered. Emotionally, one in five say they are generally unhappier and one in three say they feel sad or depressed.

AD Council:

**National Caregiver Month/Full Circle**

Seventeen (17) One Minute Public Service Announcements Aired: 11/12/14 – 11/29/14  
(Monday – Sunday 6AM – 12AM)

I want to thank my mommy for loving me so much. For taking me out to the park, for reading me books, for taking me to the doctor when I broke my foot at ballet rehearsal. For leaving me alone when I wanted to be alone. And now as a grown up I am thankful for being able to take care of you my dear mom. For having the chance to take you to the park or reading you those books we enjoyed so much. For being able to take you to your therapy's after you twisted your ankle. For understanding sometimes you simply want to be alone. Roles change without us noticing and in your new role we help you help. Visit [aarp.org/caregiving](http://aarp.org/caregiving) to get practical health and wellness tips to provide even better care for your loved one. Remember visit [aarp.org/caregiving](http://aarp.org/caregiving). AARP we help you help. A public service announcement brought to you by AARP and the AD Council.

AD Council:

**National Caregiver Month/Neverending**

Fifteen (15) Thirty Second Public Service Announcements Aired: 11/12/14 – 11/30/14  
(Monday – Sunday 6AM – 12AM)

Every day I wake up at 5 to give dad his medicine. Every day I wake up at 5 to give dad his medicine. At 6 I make his breakfast. Every day I wake up at 5 to give dad his medicine. At 6 I make his breakfast. At 7 I shower. For those caring for a loved one, we hear you. That's why AARP created a community to help us care better for ourselves and the ones we love. Visit [aarp.org/caregiving](http://aarp.org/caregiving). Brought to you by AARP and the AD Council.

AD Council:

**National Caregiver Month/There Yet?**

Fifteen (15) Thirty Second Public Service Announcements Aired: 11/12/14 – 11/30/14  
(Monday – Sunday 6AM – 12AM)

This is you over 30 years ago. Are we there yet? Are we there yet? And this is your mom now. Are we there yet? Are we there yet? Roles change without us noticing, that's why AARP gives you the information to provide even better care for your loved one. Visit [aarp.org/caregiving](http://aarp.org/caregiving). Brought to you by AARP and the AD Council.



### **III. SAFETY/DRUGS & ALCOHOL**

*Issue* – In 2012, deaths in crashes involving drunk drivers with a blood alcohol concentration (BAC) of .08+ numbered 10,322—that’s one every 51 minutes. Though the drunk-driving prevention campaign has been very successful, research showed that many people thought the message to be targeted at overly drunk drivers and not them. When decision time came, they would consider themselves merely “buzzed” and get behind the wheel.

AD Council: **Buzzed Driving Prevention/Expensive Night**

Twenty-Two (22) One Minute Public Service Announcements Aired: 12/05/14 – 12/30/14  
(Monday – Sunday 6AM – 12AM)

It’s Thursday night and your grabbing drinks with some friends. Started off with a pitcher for the table, which quickly becomes two. There’s pool and then there’s the photo booth. Followed naturally by an order of wings, and another. Then there’s the ceremonial night cast. And lastly it’s back to the car which if you’re buzzed...could be the most expensive night of your life. Getting pulled over for buzzed driving can cost you around \$10,000 in fines, legal fees and increased insurance rates. Nothing kills a buzz like getting pulled over for buzzed driving, because buzzed driving is drunk driving. Brought to you by the National Highway Traffic Safety Administration (NHTSA) and the AD Council.

AD Council: **Buzzed Driving Prevention/Ryan Seacrest**

Twenty-Four (24) Thirty Second Public Service Announcements Aired: 12/04/14 – 12/31/14  
(Monday – Sunday 6AM – 12AM)

Hi I’m Ryan Seacrest for RADD. Over 300 people in this country are killed every week by a drunk driver. That’s an equivalent of two 747 plane crashes every single week. And the problem isn’t going away unless we all do our part to stop it. So if you see someone who’s about to drive after drinking, get the keys! Don’t leave it up to anyone else. Friends don’t let friends drive drunk. A public service announcement brought to you by RADD, the National Association of Broadcasters and the AD Council.

*Issue* – One Million people chat and text while driving every day. People feel pressure to remain constantly in contact, even if it’s behind the wheel. Drivers do not realize the dangers that are posed when they take their eyes off of the road and their hands off the wheel and also take their focus away from driving.

AD Council: **Texting & Driving Prevention/Driving Sounds**

Seventeen (17) Thirty Second Public Service Announcements Aired: 10/20/14 – 11/11/14  
(Monday – Sunday 6AM – 12AM)

Did you just look down at your phone? You did it again didn’t you? You know you’re flying down the road in a three ton hunk of steel. And the text takes your eyes off the road for an average of five seconds. At 55MPH that’s long enough to travel the length of a football field and cause some serious damage. Turn it off, trust me. Whatever it is, you’ll live. Learn more at [stoptextstopwrecks.org](http://stoptextstopwrecks.org). Brought to you by the AD Council and the National Highway Traffic Safety Administration (NHTSA).

#### **IV. COMMUNITY ISSUES/INVOLVEMENT/EVENTS**

*Issue* – Currently there are more than 402,000 children in the public child welfare system. Of these 402,000 children, approximately 102,000 are waiting for an adoptive family. After these children turn 18 they are put out of the welfare system and on their own.

AD Council: **Adoption from Foster Care/Video Games**

Twenty-Four (24) One Minute Public Service Announcements Aired: 12/05/14 – 12/31/14  
(Monday – Sunday 6AM – 12AM)

Hey guys let's play some video games. So many buttons! Help me! I just don't understand this crazy digital world. Should've just played catch. You don't have to be perfect to be the perfect parent. Thousands of siblings in foster care will take you just as you are. For more information on how you can adopt, visit [adoptuskids.org](http://adoptuskids.org). A public service announcement from the U.S. department of Health and Human Services (HHS), Adopt U.S. Kids and the AD Council.

AD Council: **Adoption from Foster Care/Meditation Mom**

Twenty-Five (25) Thirty Second Public Service Announcements Aired: 12/04/14 – 12/31/14  
(Monday – Sunday 6AM – 12AM)

This is a guided meditation on parenting. Find a relaxed position to let go of the time you left your daughter's blouse in the dryer too long and it shrunk four sizes. Or the time you donated her private diary to the public library. Deep breaths. You don't have to be perfect to be the perfect parent. There are thousands of teens in foster care who don't need perfection, they need you. For more information on how you can adopt, visit [adoptuskids.org](http://adoptuskids.org). A public service announcement from the U.S. department of Health and Human Services (HHS), Adopt U.S. Kids and the AD Council.

*Issue* – Hunger is an ongoing concern for millions of Americans and many don't realize it's disproportionate on children. Nearly 16 million children—1 in 5 kids in America—face hunger.

AD Council: **Hunger Prevention/1 in 5**

Twenty-Four (24) One Minute Public Service Announcements Aired: 12/05/14 – 12/31/14  
(Monday – Sunday 6AM – 12AM)

I'm in almost every school bus and class. I go to school with your children. We say the Pledge of Allegiance together. You see me around the neighborhood and you tell me that I'm a pretty good kid. Well, I'm the one out of every five children in America and I'm struggling with hunger. This problem is closer than you think. My teacher tells me we can grow up to be whatever we want. I want to grow up to be someone who doesn't go to bed hungry. There's enough food in this country to feed everybody. Please visit [feedingamerica.org](http://feedingamerica.org) today and find your local food bank for ways to help. Every dollar you donate helps provide eight meals for kids like me. Why are we still going with hunger? Together we are feeding America. Brought to you by Feeding America and the AD Council.

AD Council:

### **Hunger Prevention/Food Angels**

Twenty-Five (25) One Minute Public Service Announcements Aired: 12/04/14 – 12/31/14  
(Monday – Sunday 6AM – 12AM)

Hey America! We need to have a little talk. We've got more food in our country than we know what to do with. Food at the grocery store and food in the vending machines. Fast food, health food, and seafood. We've got so much food that any food people don't buy we just psh, throw out. Yet 17 million kids struggle with hunger. That ain't right. Luckily the feeding America nationwide network of food banks has volunteers gathering excess food and giving it to hungry kids. They're kinda like food angels. Yah, I made that up. It's kinda catchy. Hello people! This isn't rocket science. We can solve hunger today. To start become a food angel yourself by supporting Feeding America and your local food bank at [feedingamerica.org](http://feedingamerica.org). That's a website, duh! We can't do it without your help. Brought to you by Feeding America and the AD Council.

*Issue* – Bullying statistics are staggering, more than 80% of high school students in the U.S. reporting that they witness bullying at least once a week. Statistics also show that nearly 13 million—more than 1 in 4 children—experience some form of bullying per year. Whether it is as the bully, bullied and /or both. Bullying is growing concern for parents, but research has shown that if the parent talks to their children about bullying, their children are more likely to take actions against bullying.

AD Council:

### **Bullying Prevention/Learning**

Eighteen (18) One Minute Public Service Announcements Aired: 10/17/14 – 11/11/14  
(Monday – Sunday 6AM – 12AM)

Today in school I learned a lot. In chemistry I learned that no one likes me. In English I learned that I'm disgusting and in Physics I learned that I'm a loser. Today in school I learned that I'm ugly and I'm useless. And in gym I learned that I'm pathetic and a joke. In History I learned that I'm trash. Today in school I learned that I have no friends. In English I learned that I make people sick. And at lunch I learned that I sit on my own because I smell. In chemistry I learned that nobody likes me. In Biology I learned that I'm fat and stupid. And in math I learned that I'm trash. The only thing I didn't learn in school today...The only thing I didn't learn today...The only thing I didn't learn is why no one ever helps. Kids witness bullying every day, they want to help, but they don't know how. Teach them how to stop bullying and be more than a bystander at [stopbullying.gov](http://stopbullying.gov). A message from the AD Council.

*Issue* – Goodwill is a global social services enterprise and the leading nonprofit provider of job training programs and career services in the United States and Canada. Goodwill uses the revenue earned from these sales to fund job training, employment placement services and other community programs.

AD Council:

### **Job Training & Employment/I Got The Job**

Eighteen (18) Thirty Second Public Service Announcements Aired: 10/18/14 – 11/11/14  
(Monday – Sunday 6AM – 12AM)

Phone rings. Hey sweetie! What's going on? Well honey, I uh, have some news. Okay. What? All that training paid off. I got the job. Aww! I knew you would get it! So when do you start? When you donate stuff to Goodwill, you help provide job training for people right here in your community. Goodwill. Donate stuff, create jobs. Find your nearest donation center at [goodwill.org](http://goodwill.org). A message from Goodwill and the AD Council.

**Issue** – Today in the United States, companies are struggling to fill more than 4 million entry-level positions, while 6 million 16-to-24 year olds remain out of work, out of school, and without access to the economic mainstream. These young adults, known as the Grads of Life, are motivated, loyal, hard workers who take responsibility for their futures, but lack opportunity often because they have yet to earn traditional credentials that employers value. For many businesses, the hiring process is largely built around points of elimination and a series of assumptions.

AD Council:

**Pathways to Employment/Best Vs Standard**

Eighteen (18) Thirty Second Public Service Announcements Aired: 10/20/14 – 11/11/14  
(Monday – Sunday 6AM – 12AM)

Listen. As a hiring manager, I've got to tell you. The best job candidate isn't always the typical candidate. Sometimes they're a Grad of Life. Meet the Grads of Life. Young adults of unique determination and experience. An ideal fit for your company in an entry level position, internship, or mentorship. They might not have every qualification you typically look for, but they're exactly what your company needs. Sometimes the best candidates aren't the ones your use too. Go to [GradsofLife.org](http://GradsofLife.org) to learn how to find, cultivate and train this great pool of untapped talent. Brought to you by the AD Council and [GradsofLife.org](http://GradsofLife.org).

---

For Public Service contracts, sales orders, and transcripts please refer to the FCC 4<sup>th</sup> Quarter 2014 Public Service File, located in the Public File at the KOKO – FM/94.3, Big Broadcasting Inc. office during business hours.

Created & Transcribed By:

Unique Aguilar: \_\_\_\_\_

KOKO FM/ Traffic Administrator/Public Service Administrator

Witnessed By:

Janae Estrada: \_\_\_\_\_

KOKO FM/Supervisor – Business Manager